

**THE  
GEORGE  
BUILDING**



**DESIGNED  
FOR THINKERS  
AND MAKERS**

**NICHOLAS ROAD W11  
THEGEORGEBUILDINGW11.COM**

WHILE DARK BRICKWORK AND EXPOSED CONCRETE ECHO NOTTING DALE'S RICH INDUSTRIAL PAST, THIS UNIQUE BUILDING'S LIGHT-FILLED ATRIUM AND GREEN ROOF TERRACES SPEAK TO ITS CREATIVE FUTURE.



FOR THE  
**PIONEERS**



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AN **EXPERTLY  
REALISED  
CONTEMPORARY  
WORKPLACE**



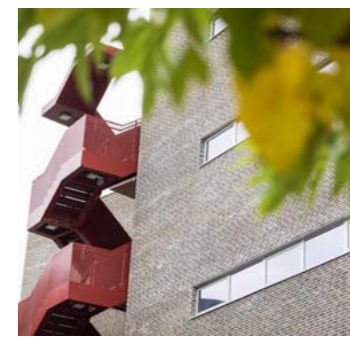
# THE GEORGE BUILDING

Set on a private road running between leafy Notting Hill and vibrant White City, The George Building is the newest addition to the Notting Dale campus – a thriving creative and commercial hub located in West London.

Featuring simple red brickwork, ribbon windows and a pared-back internal palette of exposed concrete and metalwork – all carefully chosen to evoke the area’s rich history – this is 56,000 square feet of highly-flexible, light-filled BREEAM ‘Excellent’ Class A space.

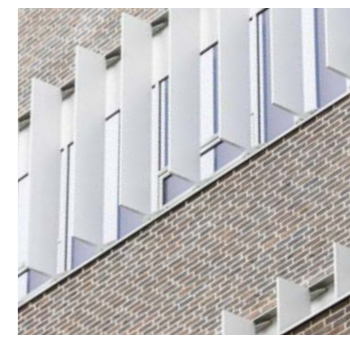
Designed by renowned architect practice Allford Hall Monaghan Morris, the two wings of The George Building address two very individual streetscapes: the landmark home of Monsoon on Nicholas Road on one side, and the gentler swell of Freston Road’s terraced homes on the other.

Lead architect Simon Allford and his award-winning practice have garnered worldwide acclaim for their ability to design buildings that seamlessly blend delight with practicality. Simon is a master at re-establishing connections in areas that have grown confused and inaccessible, and at creating productive, positive spaces that practically hum with the energy of the people who inhabit them. The George Building is no exception.



With its generous ceilings, warehouse-style reception and stunning artwork, including an original Andy Warhol, The George Building offers joyful, flexible and open workspaces. This spectacular space also includes:

- A floor-to-ceiling glazed reception, rising through a central lightwell, flooding the area with natural light.
- An imposing red oxide suspended staircase rising through the atrium.
- Three glass-fronted lifts.
- High Security Building and Access Control throughout.
- Exemplary Art collection displayed in reception.
- Satellite, TV & Radio enabled throughout and ready for use.
- 188 cycle racks.
- Modern shower facilities.
- Secure underground car park and bike storage.
- An Excellent BREEAM rating.



# NOTTING DALE *the area*



The hidden gem of W11, the Notting Dale Campus has undergone substantial redevelopment in recent years with its creative hub centred around Nicholas Road. The George Building is the latest addition to the site, alongside the Yellow, White and Studio Buildings, the Phoenix Brewery and 3 Olaf Street. Once a coachworks for Rolls-Royce, Bentley and Daimler it is now home to iconic fashion brand Stella McCartney.

Other leading names have chosen the campus for their headquarters, including Temperley and Mario Testino. This is a vibrant campus, where you'll find an exciting blend of cool brands, fine art and first-rate amenities, including the world-class Westfield London retail centre and multiple transport links.

A five-minute walk takes you to the Kensington Leisure Centre, with its fully-equipped gym, three swimming pools and spa, or Avondale Park, with its mix of formal gardens, sports facilities and what is thought to be Britain's first floral lawn. A little farther down the road, you'll reach the iconic Portobello Road and its adored Electric Cinema operated by the Soho House Group.

“  
**COMMUNITIES ARE  
 DEFINED, MORE OR  
 LESS, BY WHAT PEOPLE  
 HAVE IN COMMON.**  
 —  
**Tony Sleep**  
 Welcome to Frestonia

## *the heritage*

Once known as the 'potteries and piggeries', Notting Dale has a rich, colourful heritage and has long been home to artisan communities.

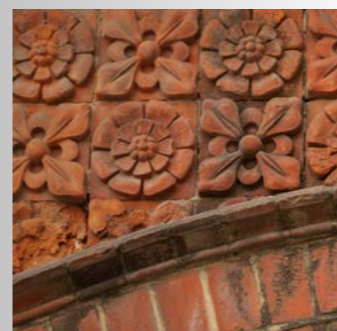
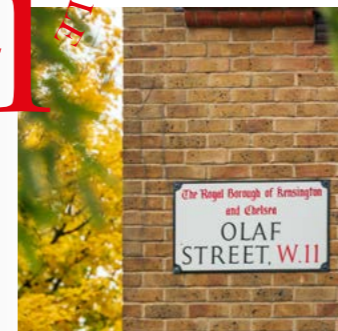
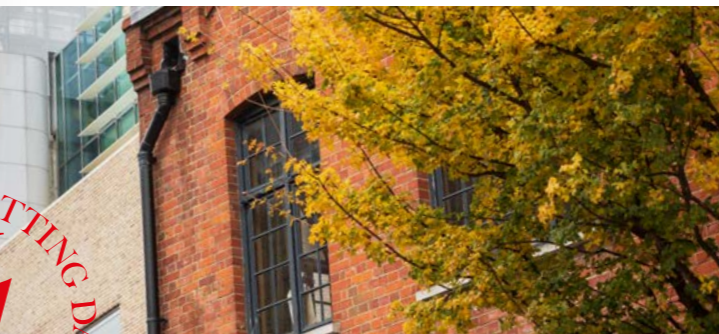
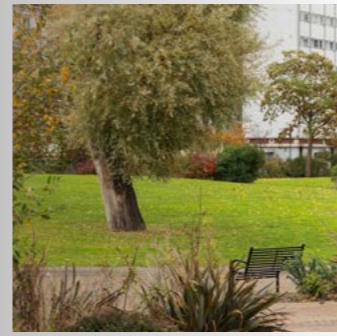
Indeed, nearby Pottery Lane was once the heartbeat of the area, where making bricks and tiles made out of local clay to meet the needs of a rapidly-expanding city. An original pottery kiln – with many of its 19th-century features in tact – can still be found in Walmer Road.

In the 1850s, artisan builders lived in the area while constructing the grand Victorian terraces of Notting Hill Gate and Holland Park. However, many of the streets were razed during and after the Second World War and the area became derelict. It hit the headlines in 1977, when a community of musicians, photographers, jewellery makers and other artists squatting in Freston Street declared their intention to

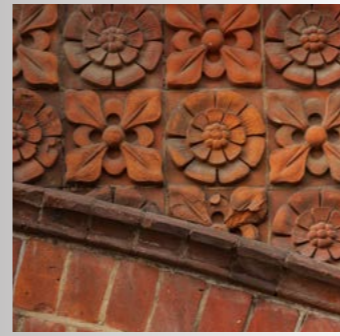
secede from the UK and establish the Free and Independent Republic of Frestonia, in protest at plans by the Greater London Council (GLC) to evict them and destroy the properties.

Led by social activist Nicholas Albery, the residents and their families took the collective surname of Bramley – after another local road – and issued their own postage stamps, created a tourist visa stamp and composed a national anthem.

Meanwhile, The People's Hall on Olaf Street housed Chrysalis Records HQ and Ear Studios, where The Clash recorded parts of *Combat Rock*. The community even wrote to the United Nations (UN) requesting membership. While the UN never replied, the subsequent media interest forced the GLC to work with residents to create a better plan.



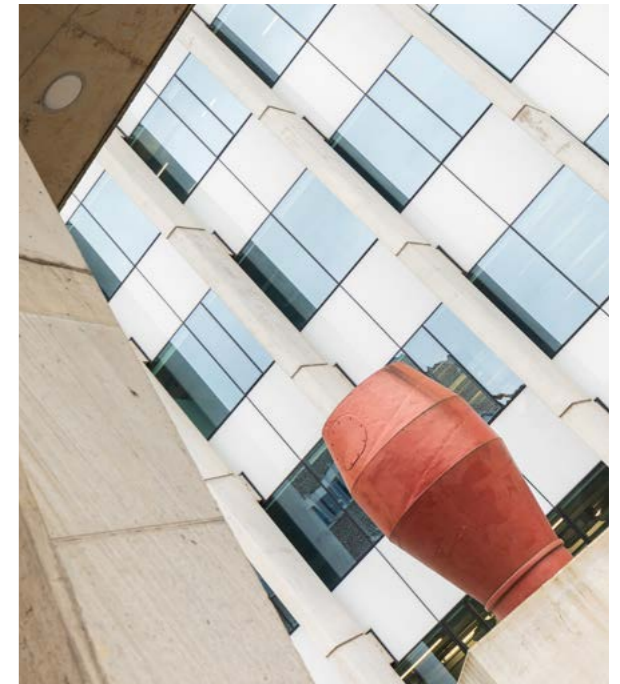
# NOTTING DALE *art & sculpture park*



In keeping with the area's artisanal past, Nicholas Road is set to be transformed in 2019 with the introduction of a brand-new public sculpture park. Dotted along a newly-pedestrianised, tree-lined avenue, eight stunning pieces of public art will join Alex Da Cunha's MIX (2012) – a monumental work comprising a reclaimed lorry mixer drum on a poured concrete plinth. The piece was commissioned by the Monsoon Art Collection and is on display outside the Yellow Building.

This urban campus will also feature a new F & B offer on the ground floor of The George Building with external seating spilling out into the grassy areas with full WIFI access, creating an inspiring outdoor working space and a quiet spot to unwind. A purpose-built self-contained 5,000 sq ft gym will be making the White Building home with a mixture of exercise and relaxation classes.

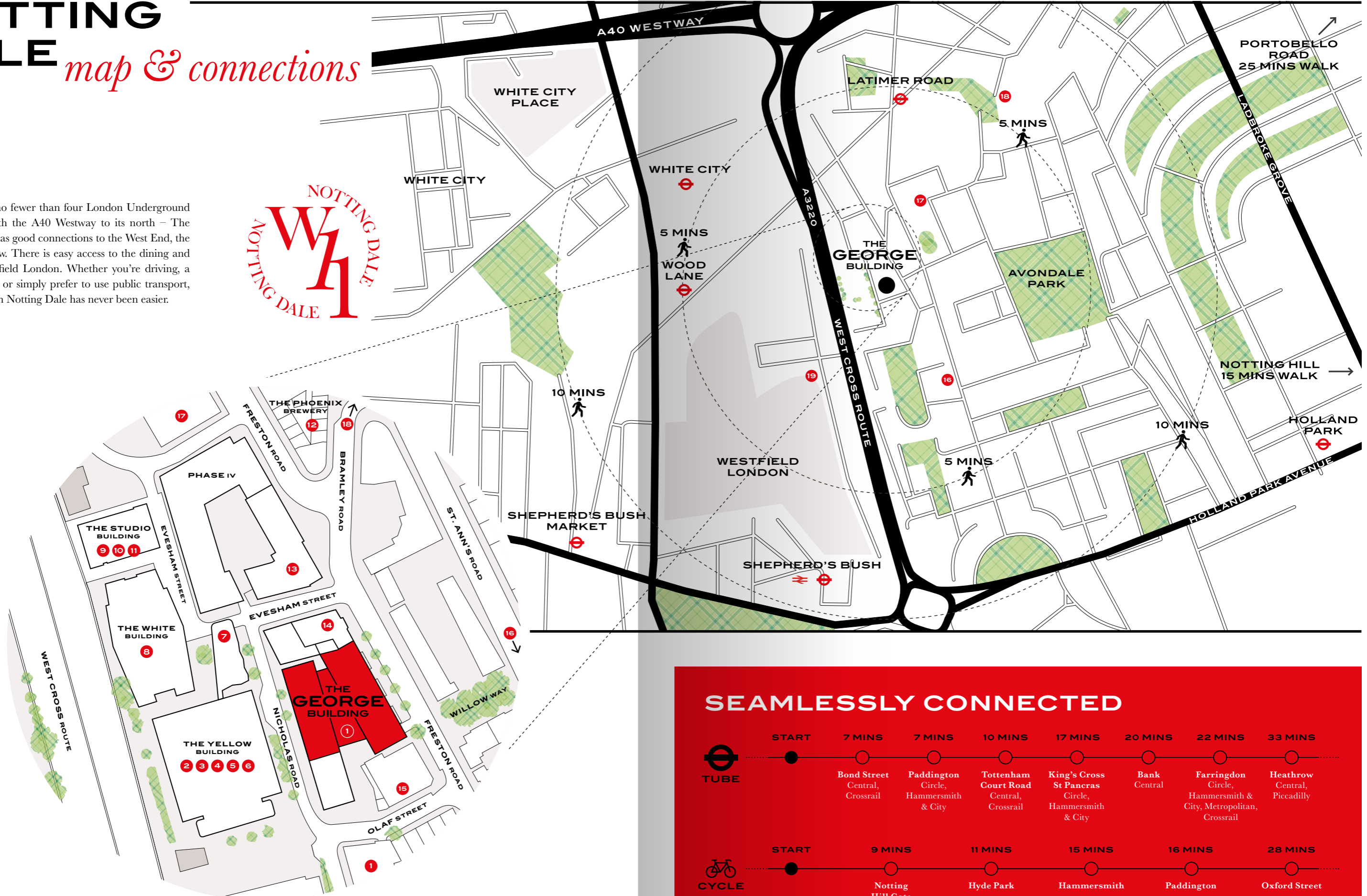
Just around the corner on Olaf Street, art lovers will find the Frestonian Gallery, located in the gorgeous Victorian redbrick People's Hall. Best known as a focal point for the Republic of Frestonia in the 1970s and 1980s, the hall became a creative hub for writers, artists, musicians and cultural activists. Thirty years later, the Frestonian Gallery continues to channel a little bit of this remarkable community's rebellious freedom of expression.



# NOTTING DALE

*map & connections*

Nestled between no fewer than four London Underground stations – and with the A40 Westway to its north – The George Building has good connections to the West End, the City and Heathrow. There is easy access to the dining and shopping of Westfield London. Whether you're driving, a committed cyclist, or simply prefer to use public transport, getting to and from Notting Dale has never been easier.



## THE NEIGHBOURHOOD

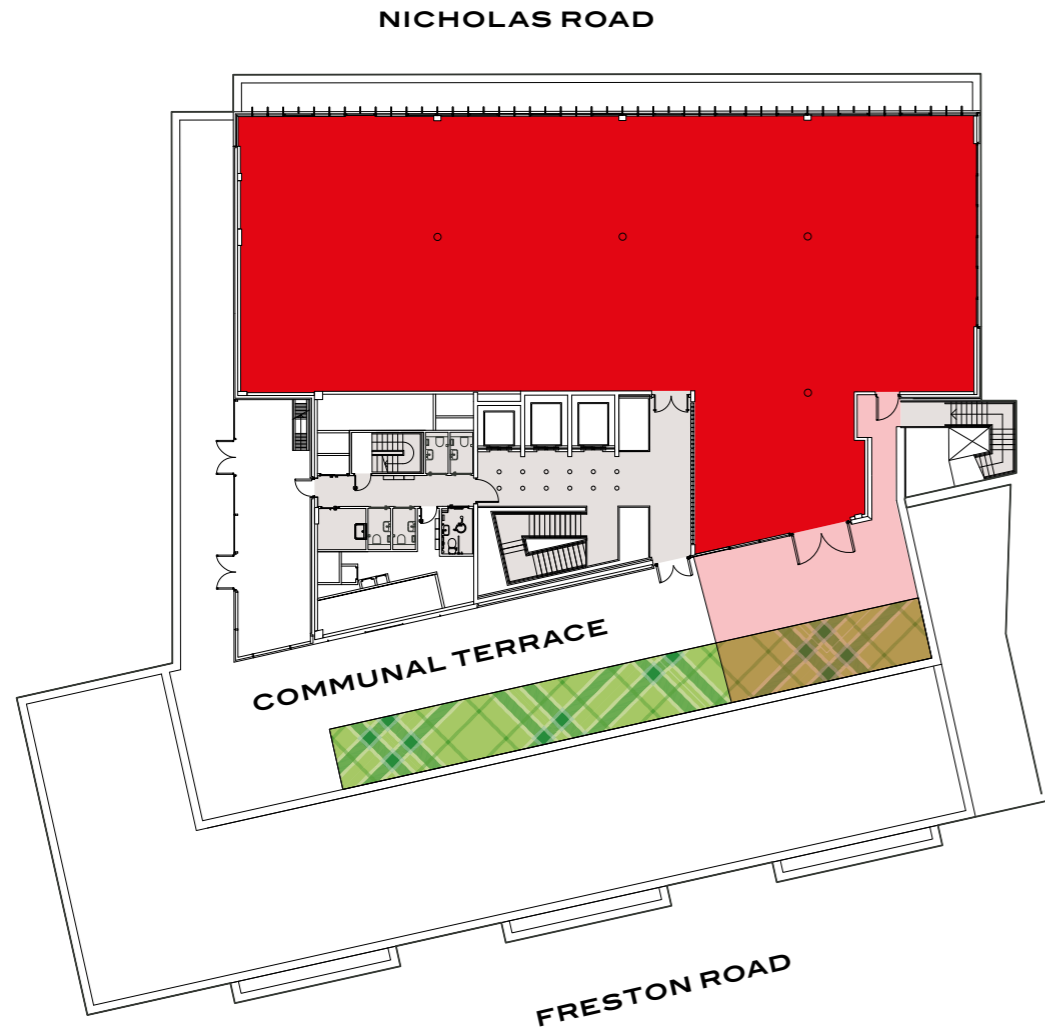
- |                    |                     |                       |                              |
|--------------------|---------------------|-----------------------|------------------------------|
| 1 Stella McCartney | 6 Egmont            | 11 Griffin Gallery    | 16 Equilibrium Gym           |
| 2 Audley           | 7 Notting Dale Café | 12 Temperley London   | 17 Cefinn                    |
| 3 LMAX             | 8 Talk Talk         | 13 Cath Kidston       | 18 Kensington Leisure Centre |
| 4 Accessorize      | 9 Loaf              | 14 Mario Testino      | 19 M&S Foodhall              |
| 5 Monsoon          | 10 Colart           | 15 Frestonian Gallery |                              |

## SEAMLESSLY CONNECTED

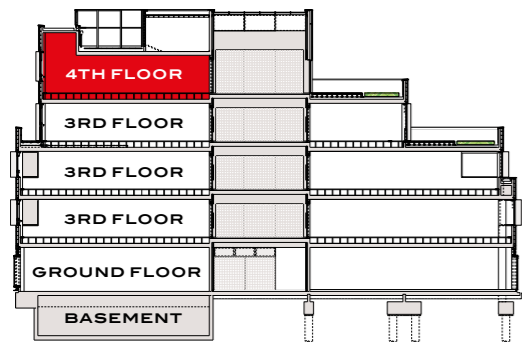


# THE GEORGE BUILDING *floorplans*

04



BUILDING TOTAL: 5,468 SQ M / 58,836 SQ FT



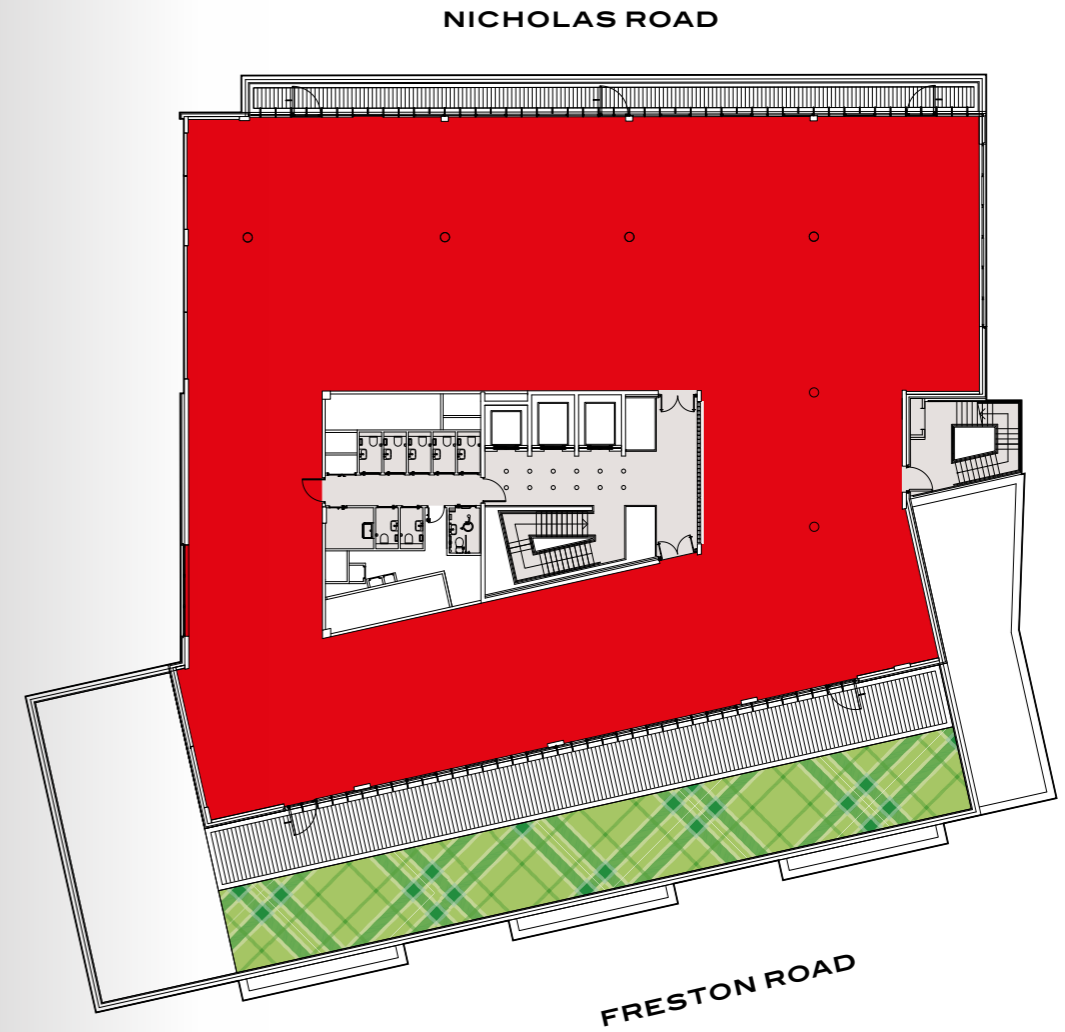
## FOURTH FLOOR

**LET TO STELLA MCCARTNEY**

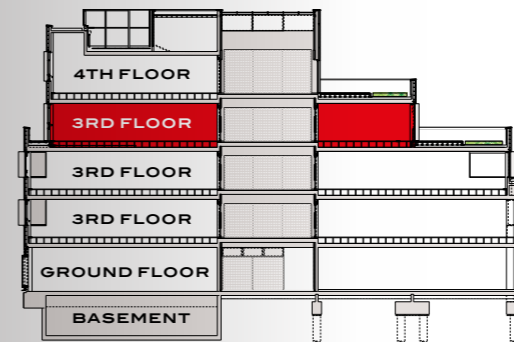
SQ M	SQ FT	USE
524	5,638	Office
116	1,249	Terrace

03

STUNNING COMMUNAL ROOF TERRACE ON THE FOURTH FLOOR PROVIDES A WELCOME OPEN AIR SPACE FOR ALL THAT MAKES THE PERFECT SPOT FOR A COFFEE BREAK OR OUTDOOR MEETING.



BUILDING TOTAL: 5,468 SQ M / 58,836 SQ FT

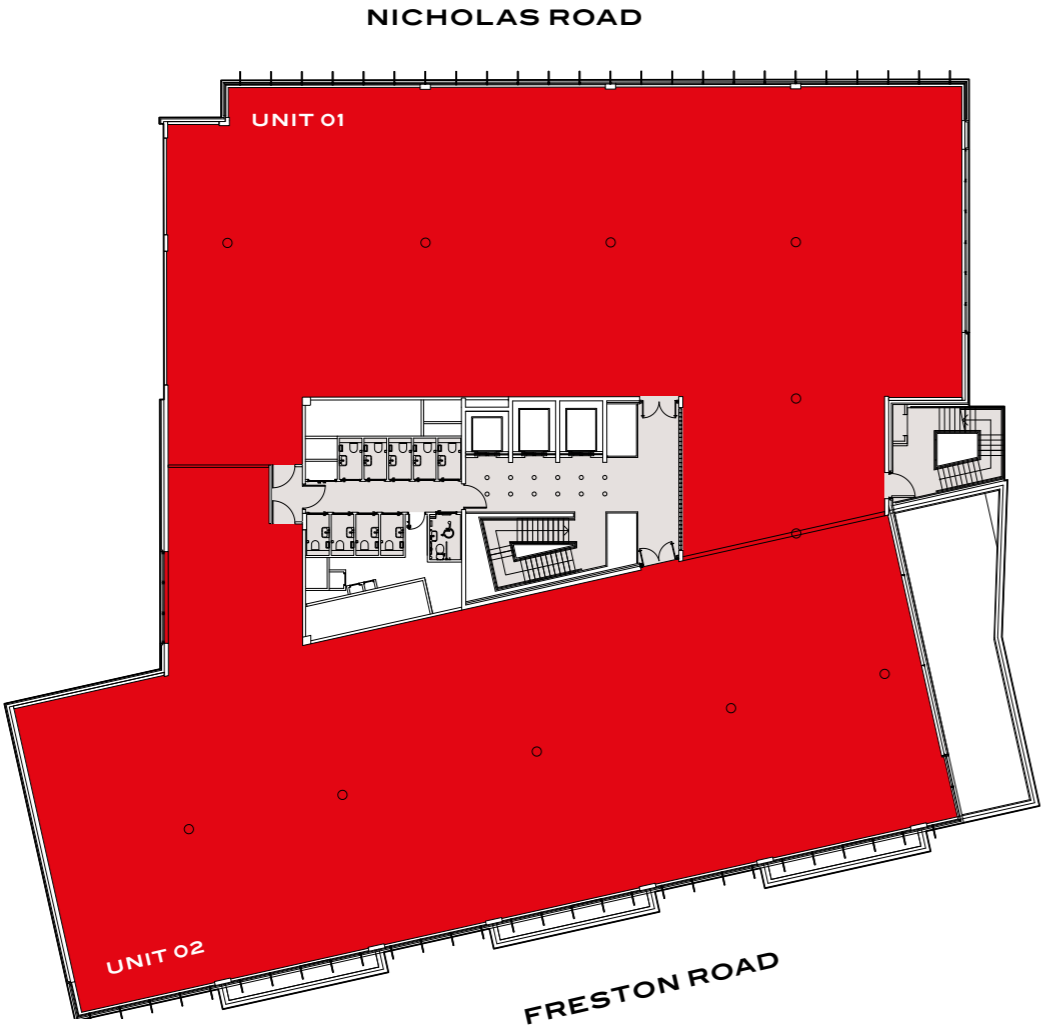


## THIRD FLOOR WITH PRIVATE GREEN TERRACE

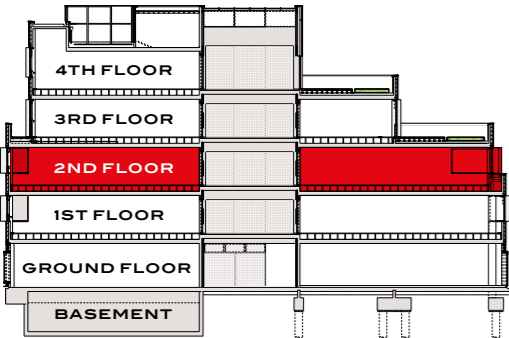
SQ M	SQ FT	USE
929	9,996	Office

# THE GEORGE BUILDING *floorplans*

02



BUILDING TOTAL: 5,468 SQ M / 58,836 SQ FT

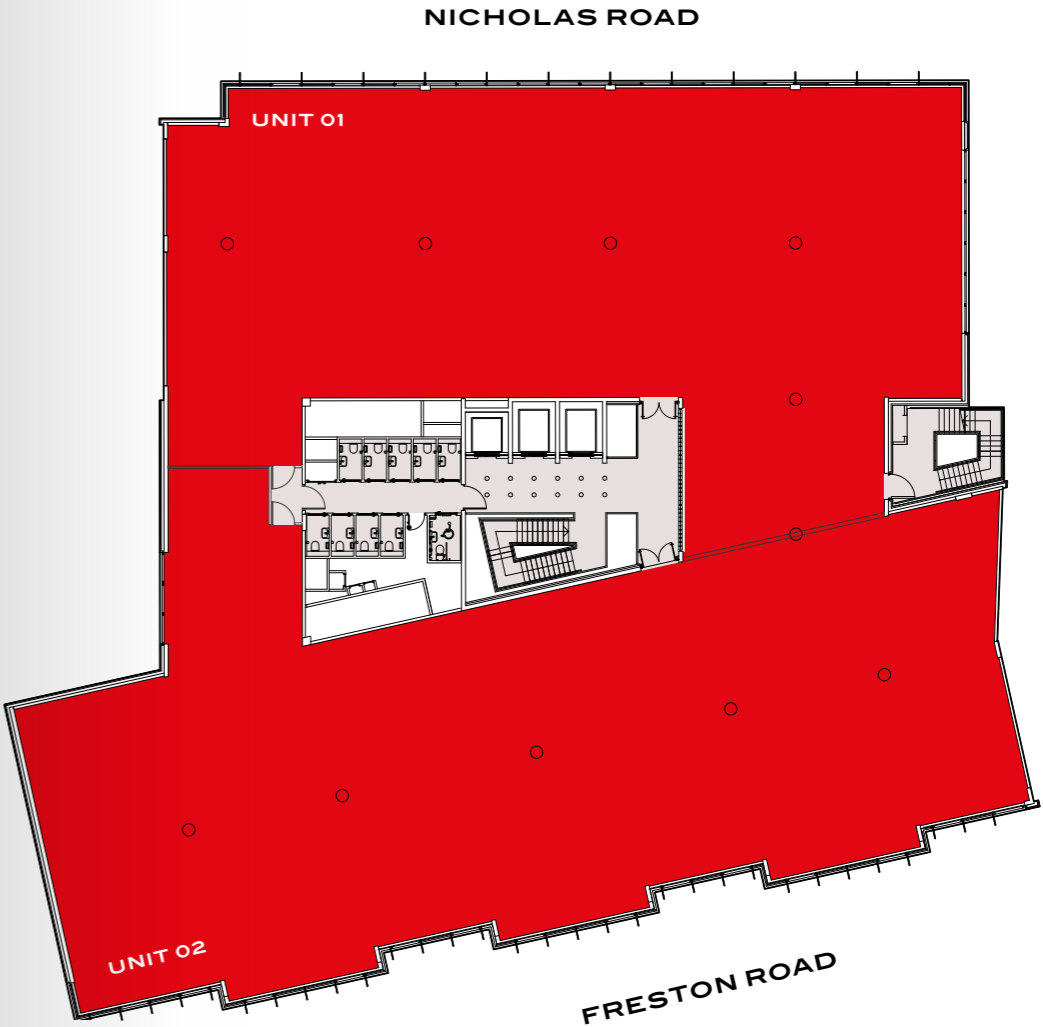


## SECOND FLOOR

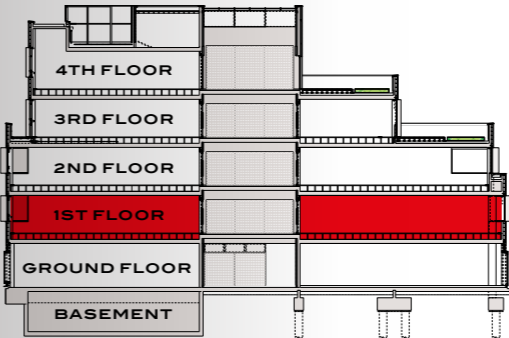
	SQ M	SQ FT	USE
<b>FLOOR</b>	1,365	14,687	Office
<b>UNIT 01</b>	654	7,037	Office
<b>UNIT 02</b>	711	7,650	Office

THE GEORGE BUILDING FEATURES AN ARRAY OF STRIKING ARCHITECTURAL DETAILS, SUCH AS RED OXIDE STAIRCASES AND DEEP LIGHT WELLS TO CREATE A LIGHT AND AIRY WAREHOUSE AESTHETIC.

01



BUILDING TOTAL: 5,468 SQ M / 58,836 SQ FT



## FIRST FLOOR

	SQ M	SQ FT	USE
<b>FLOOR</b>	1,451	14,687	Office
<b>UNIT 01</b>	654	7,037	Office
<b>UNIT 02</b>	797	8,576	Office

# THE GEORGE BUILDING *floorplans*

00

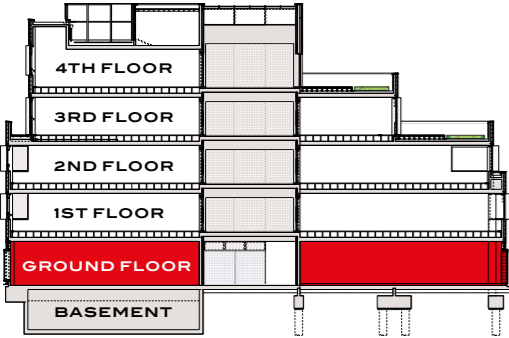


With views out over the new public sculpture park – planned for late 2019, The George Building’s highly-adaptable ground floor workspace has flexible planning consent, making it the perfect space for office, food and beverage, and retail development alike. Together with adjoining Frestonia residential apartments, this inspiring urban environment is set to transform the character of this neighbourhood.



BUILDING TOTAL: 5,468 SQ M / 58,836 SQ FT

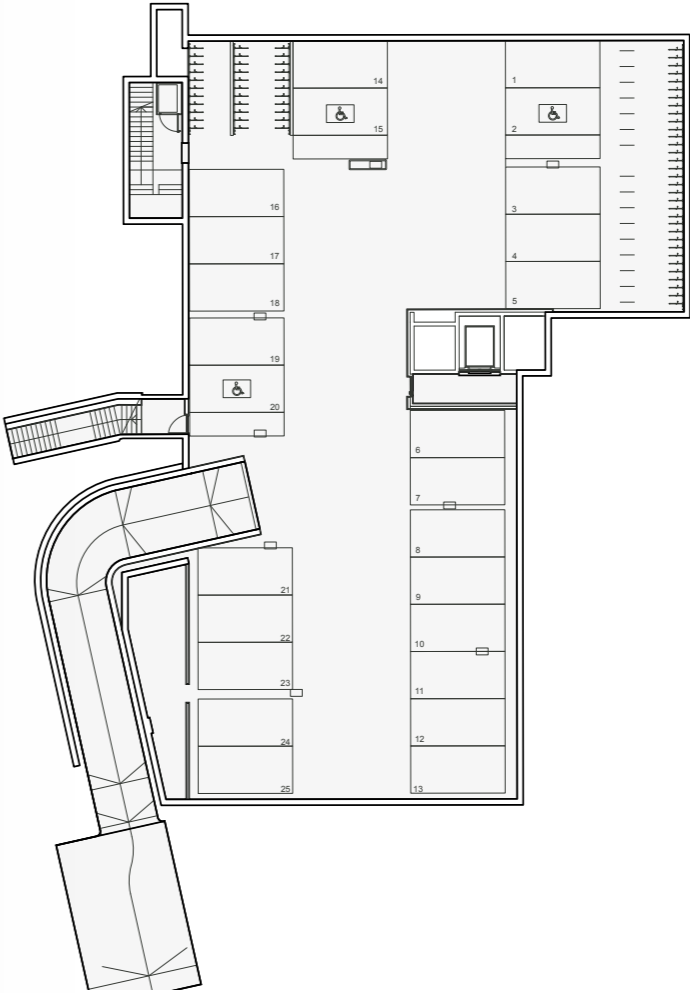
## GROUND FLOOR



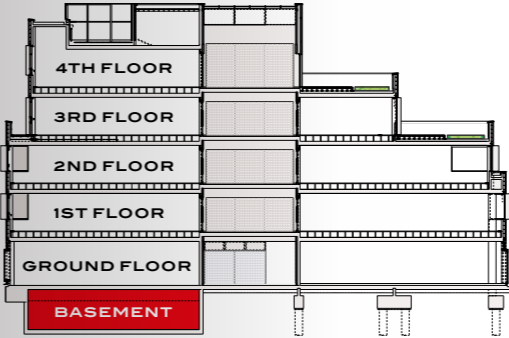
	SQ M	SQ FT		SQ M	SQ FT
RECEPTION	220	2,367	UNIT 06	85	915
UNIT 01	118	1,270	UNIT 07	120	1,291
UNIT 02	80	861	UNIT 08	85	915
UNIT 03	80	861	UNIT 09	120	1,291
UNIT 04	120	1,291	UNIT 10	79	850
UNIT 05	95	1,027			

THE BUILDING FEATURES 144 CYCLE SPACES – 88 OF WHICH CAN BE FOUND UNDERCOVER IN THE BASEMENT. THE SPACE FEATURES 62 SHEFFIELD STAND SPACES AND 26 DOUBLE STACKING SPACES.

-01



BUILDING TOTAL: 5,468 SQ M / 58,836 SQ FT



## BASEMENT

SQ M	SQ FT	USE
0	0	Parking / Bike storage

# FEATURES AND *specifications*

## 01 BUILDING SPECIFICATION

### 1.1 STRUCTURE

The structural frame is comprised of reinforced concrete floor slabs, core and columns.

### 1.2 EXTERNAL ENVELOPE

The building is arranged as two linear wings, five floors high, flanking a central core. The two wings address Nicholas Road and Freston Road, responding to local scale by stepping back as they rise above the second floor, with expressed bays to Freston Road further relating to the domestic character of this area. These volumes are clad in dark brickwork, cut with natural-anodised aluminium ribbon windows on each floor, arranged on a typical 1,500mm module, running the full length of the street.

Projecting aluminium fins are fixed to the window frames and give shade, whilst structured variations in fin projection and window module animate the two street facades. Read together, these distinctive variations to window and fin, contrast and complement the simple, robust, brick volume. Daylight and views to and from the entrance lobby are maximised through the use of structural glass with minimal, stainless-steel window frames that reveal the exposed concrete interior. Visibility at the ground floor units is maximised with large 'pop-out' display windows framed in natural anodised aluminium.

York stone paves the external landscape, with brick pavers marking the main entrance, linking outside and inside. At the northern end of the building, the external fire stair is expressed as a series of folded metal planes, painted in red oxide, visible from a far.

### 1.3 DIMENSIONS

- **Reception:** area 2,367ft<sup>2</sup>, height 3.350m
- **Floor to ceiling:** 3.0m from floor to underside of ceiling
- **Raised floor:** 500mm (min) nominal total depth raised access floor
- **Structural grid:** 7.5m-9.5m
- **Planning grid:** 1.5m

### 1.4 OCCUPANCY STANDARDS

- **Engineering systems:** 1 person per 8m<sup>2</sup>
- **Passenger lifts:** 1 person per 10m<sup>2</sup> (based on 80% occupancy of 12m<sup>2</sup>)
- **WCs:** 1 person per 8m<sup>2</sup>
- **Means of escape:** 1 person per 6m<sup>2</sup>

### 1.5 FLOOR LOADINGS

- **Plant areas:** 7.5 kPa
- **Office areas:** 3.0 kN
- **Circulation areas:** 3.0 kN
- Raised access floors are medium duty as defined by the PSA standard
- 1.6 ACOUSTICS
- **General office:** NR 38
- **Toilets:** NR 45
- **Common areas:** NR 40

## 2.0 INTERNAL FINISHES

### 2.1 MAIN ENTRANCE

The building is accessed from Nicholas Road through an 'L'-shaped lobby that connects street to lift core. The entrance features exposed concrete and brick to the floor and walls and exposed concrete throughout the ceiling with spot lights on concealed, recessed tracks. Reception desk and lobby benches are formed from a series of folded steel plates, painted in red oxide.

### 2.2 OFFICES

Perimeter office walls facing the street are concrete supporting large, natural anodised aluminium ribbon windows. Ceilings and columns are concrete throughout. Light fittings are fixed back to the ceiling to maximise ceiling height. The floor comprises 600x600mm steel encapsulated metal raised access floor tiles.

The central core features concrete columns to all four corners, framing timber riser doors to the south a glass block wall to the north, and glazed tenant entrances on each side.

### 2.3 STAIRCASES

One internal stair is provided within the lift lobby and one external stair to the north. Both are detailed as a series of folded steel plates, painted in a red oxide colour, with perforations to the outer balustrade. Both act as means of fire escape.

### 2.4 LIFT LOBBIES

The lift lobby continues the robust language of the building with exposed, as-struck concrete finishes to the ceiling and walls and a polished concrete finish to the landing floor, inset with circular glass lenses to aid natural daylighting from the large skylight above. Glass blocks to one side wall enhance daylighting, whilst the brick lining from the ground floor reception continues up another side wall, defining these linked spaces as one common area.

Lift landing doors are stainless-steel frames with clear glazed panels and perforated, backlit aluminium overpanels.

### 2.5 LIFTS

3 no. passenger lifts in the lift lobby serving all floors with two-panel, centre-opening, glass doors in stainless-steel frames. Landing call buttons are cast into the concrete shear walls. Lift car walls and skirting are in brushed stainless steel with poured resin floor, suspended soffit 'light box' formed from white glass diffuser plane, and powder-coated metal handrail.

1 no. platform lift from Nicholas Road, serving ground floor and basement carpark only.

### 2.6 WCS

Each typical floor has 9 no. unisex superloo WCs and 1 no. wheelchair accessible unisex WC. All WCs have 600mm square format, matt, red porcelain floor tiles and 300x100mm, matt, white porcelain wall tiles to lower half of white painted plasterboard wall. Washbasin, basin mixer, tap and WC pan are all wall-mounted, with a large mirror fixed above the basin.

All supply and extract air provision is concealed within the ceiling void and distributed through recessed and concealed grilles.

### 2.7 SHOWERS

4 no. showers and 1 no. accessible shower are provided on the ground floor as part of the cycling facilities. Each shower room is finished in 600mm square-format, matt, black porcelain floor tiles and 300x100mm, matt, white porcelain wall tiles, and features fixed rainshower heads, flexible hand-held heads, a stone-resin shower tray and clear glass shower door.

## 3.0 MECHANICAL SERVICES

### 3.1 PERFORMANCE CONDITIONS

Outside temperatures:

- **Minimum temperature (winter):** -4°C DB and no solar load
- **Maximum temperature (summer):** 30°C DB / 21°C WB and full solar load
- **Heat-rejection equipment entering air temperature:** 35°C DB

Average internal temperatures:

- **Office cooling:** 24°C ±2°C
- **Office heating:** 22°C ±2°C
- **Toilet:** 18°C
- **Lobby:** 18°C

Ventilation:

- **Outside air supply rate:** 12 L/s/person

Internal loads:

- **Lights:** 10 W/m<sup>2</sup>
- **Equipment:** 15 W/m<sup>2</sup> Plus

### 3.2 HVAC STRATEGY

The office will be conditioned with displacement ventilation, together with low-level-perimeter trench heating. Openable windows also allow for user control.

### 3.3 LIGHTING

The office lighting is an LED module, fixed back to the exposed concrete ceiling and incorporates occupancy and daylight controls.

Target lighting levels (in line with CBSE recommendations):

- **Building entrance / reception:** 200 lux generally,
- 300 lux over desk
- **Landlord's circulation corridors:** 100 lux
- **Landlord's staircases:** 100-150 lux
- **Landlord's plantrooms:** 150-00 lux
- **Office:** 350-500 lux
- **Toilets:** 100-150 lux
- Emergency lighting is provided in accordance with BS EN 1838 and BS 5266 throughout the building.

### 3.4 LIFTS

**Passenger lifts:** Available floors are served by the three main lifts; 2 no. 1275kg, 17-person passenger lifts, 1 no. 1,000kg, 13 person passenger lift. Based on one person per 6m<sup>2</sup> and 80% utilisation rate as per CIBSE Guide D and BCO recommendations.

**Goods lift:** One of the 17-person passenger lifts will also double as a goods lift.

## 4.0 ELECTRICAL SERVICES

### 4.1 BUILDING POWER SUPPLY

The building power is supplied from a UKPN substation containing an 800kVA transformer, located on the ground floor.

### 4.2 POWER DISTRIBUTION FOR TENANTS

Two tenant risers are provided with busbars sized to provide for loads as listed below:

- **Lighting:** 15W/m<sup>2</sup>
- **Small power:** 25W/m<sup>2</sup>
- **Retail units:** 160W/m<sup>2</sup> & 60kW for A3 retail
- Distribution boards are provided on each floor in each riser for future tenant power fit-out.
- Socket outlets are provided in circulation/landlord's area for cleaning of the building and general use.

### 4.3 FIRE ALARM

The building is provided with an addressable fire alarm and detection system to provide protection to BS 5839 - 1, L3+M classification. The main fire alarm control panel will be located in the building manager's office.

### 4.4 SECURITY PROVISIONS

The following security systems are provided:

- Intruder detection
- Access control throughout the building and tenant ready
- CCTV

The access control system is provided at the main entrance. Empty conduits are provided at designated doors on each floor for the installation of future tenants' access control systems.

## 5.0 TENANT PROVISIONS

### 5.1 MECHANICAL & ELECTRICAL

Riser space allowed in core for tenants to route refrigerant pipework from 24-hour IT rooms to small condenser units within designated plant space zones at roof level.

### 5.2 COMMUNICATION SERVICES

Two comms rooms for incoming supply sleeves are provided for the development. The comms rooms are connected by containment to the two comms risers serving the building.

### 5.3 SATELLITE DISTRIBUTION

A landlord's communal satellite TV system is provided for future tenants' connection.

### 5.4 STANDBY POWER DISTRIBUTION

### 5.5 SERVICING

A loading zone is designated on Freston Road, which accommodates all types of goods vehicles, and has access to the back of house entrance for deliveries. A dedicated bin store is provided in the rear entrance, together with a space for a refuse compactor. The building manager's office is located on the ground floor, with kitchenette facilities. One cleaner's cupboard is provided on the ground, third and fourth floors, with large trough sinks and water supply.

### 5.6 BICYCLE RACKS

144 cycle spaces are provided overall. 88 undercover cycle spaces are provided in the basement, comprised of 62 Sheffield stand spaces and 26 double-stacking spaces. An additional 24 Sheffield stand spaces for staff are provided in the back yard and 32 Sheffield stand spaces for visitors are provided on the ground.

### 5.7 SHOWERS

5 showers, including one Part M-compliant disabled shower, are provided on the ground floor of the building for cyclists and other building occupants.

### 5.8 LOCKERS

40 lockers are provided with high pressed laminate doors and stainless-steel handles.

### 5.9 CAR PARKING

23 car parking spaces are provided within the basement, three of which are dedicated disabled spaces.

### 5.10 GROUND FLOOR UNITS

- 10 no. retail and light industrial units are provided on the ground floor.
- 6 no. B1 use units between 860-1,290 sqft (80-120sqm)
- 4 no. flexible A1/A3/B1-use units between 850-1,420ft<sup>2</sup> (79-132m<sup>2</sup>).

### 5.11 SUBDIVISION

The office floors are capable of being subdivided into multiple occupancies.

## 6.0 ENVIRONMENTAL PERFORMANCE

### 6.1 BREEAM 2014

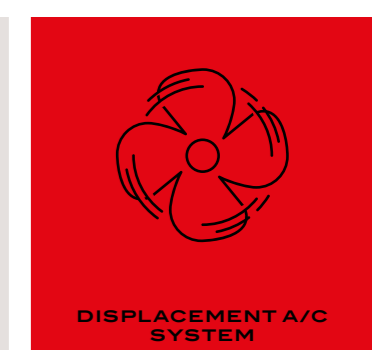
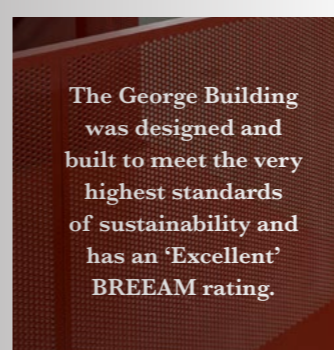
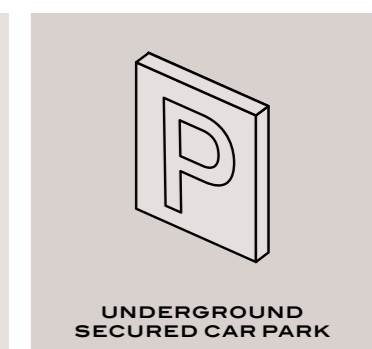
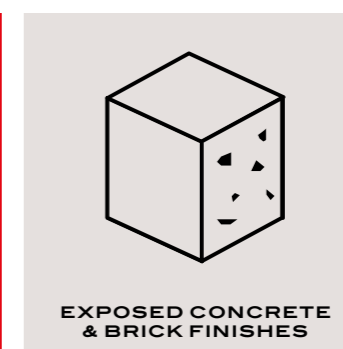
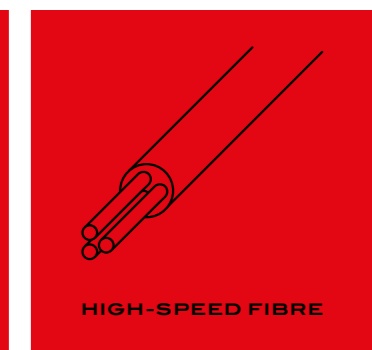
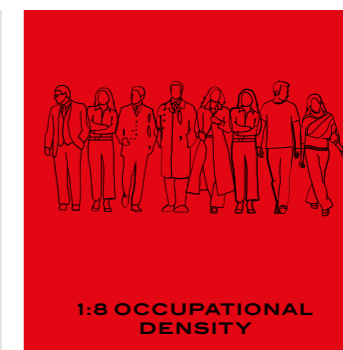
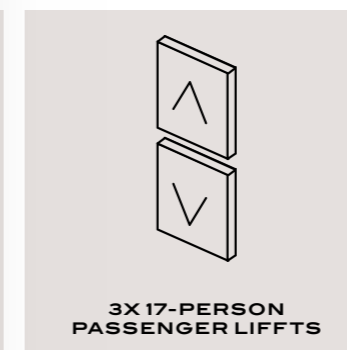
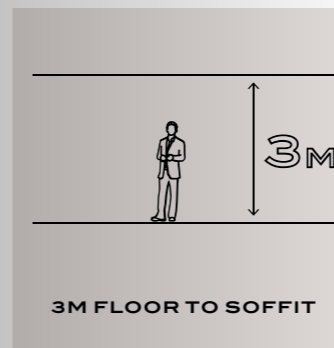
Designed and specified to achieve 'Excellent' rating.

### 6.2 EPC TARGET A

- Efficient building fabric with solar control glazing
- Efficient lighting system and appliances - LED lighting in office areas.
- Mechanical heat recovery via thermal wheel.
- High-efficiency chiller plant.
- Use of high-efficiency, low-NOX boiler for heating.
- Energy sub metering facility provided by an Energy Monitoring System (EMS).
- Provision of 50m<sup>3</sup> attenuation tank for the site and achievement of a 30% reduction in surface water discharge rate.
- Bio-diverse roof.
- Robust materials from responsible sources.
- 50% GGBS mix concrete.

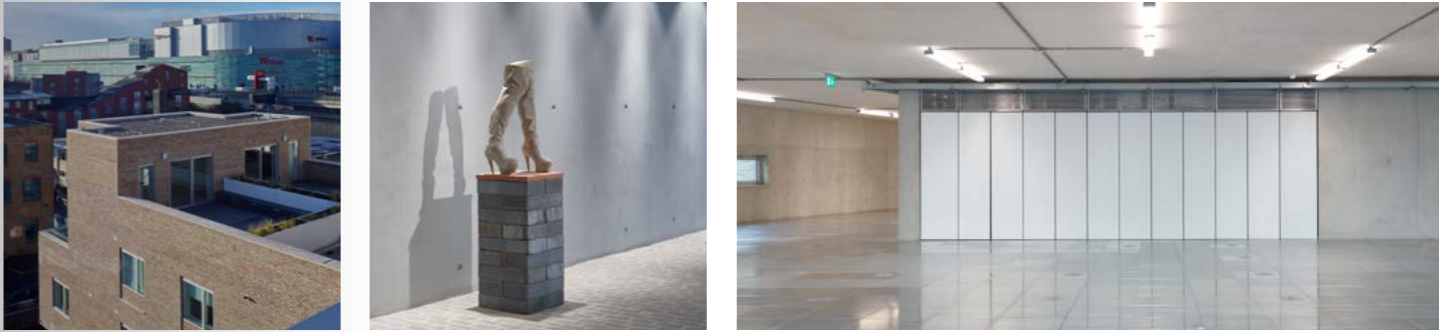


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THAT  
**EVOKES**  
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**INDUSTRIAL**  
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# CONTACT

# THE GEORGE BUILDING



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